



## Cary Cavitt Bio

Since 1975 Cary has personally served over 100,000 customers. During these years he has observed and learned what truly brings customers back.

Cary's zeal to find out what customers want has been his driving passion in building a successful career as a PGA Golf Professional.

After receiving a B.A. at the University of Michigan and an M.A. at Eastern Michigan University, Cary then went on to receive his PGA Golf Membership and become an award-winning Head Golf Professional at various clubs in the Midwest before founding ***Service Starts With a Smile Seminars.***

Cary's expertise is in the area of customer service. Having authored eight books, Cary has an experienced understanding of how to win the customer and exceed his or her expectations.

As founder of ***Service Starts with a Smile Seminars,*** Cary travels throughout the United States speaking to various organizations on the key to winning more customers.